



VOLUME 9

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CABINETRY INCORPORATED

FUNCTIONAL ARTWORK FOR THE GALLERY YOU CALL HOME

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A MESSAGE from David



Welcome to our 9th newsletter. While the economy and the housing market in particular continue to be sluggish, we have reason to be optimistic. Our 1st quarter sales and our 2nd quarter sales are both ahead of last year. Our new client referrals and our current projects in progress are also ahead of last year. While most of our ongoing and upcoming projects are remodeling projects, we are seeing a nice increase in new home construction projects. In varying stages of planning and actual construction, Jim and I are working on 16 new single-family home projects! Hopefully, the rest of the year will show continued improvement and will justify my optimism.

The 2008 NKBA Design competition results are in and EuroTech took another award. Please see the story on page 3.

We have finished our work in two new model homes for Gibraltar Homes in Legends Bay, just west of the IMG Academies in southwest Bradenton. The models look fabulous. Please read the story on page 4.

I'd like to take this opportunity to thank the EuroTech staff for their hard work, devotion and unwavering commitment to making EuroTech the very best in Sarasota. Their collective and always positive attitudes are an inspiration. ❖

David Asher

Eurotech WINS ANOTHER

EuroTech's Tracey Scalzo, CKD,CBD took an Honorable Mention Award in the Large Bathroom Category of the 2008 National Kitchen and Bath Association Design Competition. The winning entry is an elegant Master Bath in a Sarasota bayfront high-rise condominium. Tracey worked closely with the homeowner, EuroTech's owner David Asher and interior designer Anne Folsom Smith.

The awards were presented April 10th at a special luncheon in Chicago at the annual NKBA Kitchen/Bath Industry Show and Conference (K/BIS), the largest event dedicated to the kitchen and bath industry.

The winning bath design features a subtle, monochromatic palette of light colors. Multiple mirrors maximize the natural light. Hand-carved moldings, onlays, arches and keystone details were used throughout the space adding rich detail and visual interest. Drawer banks were fabricated to the exacting dimensions of the client to maximize storage of cosmetics and other toiletries. An arched top storage unit with sliding doors maximized the space available for linens, etc. Dutch Made cabinetry in a custom finish was matched with Breccia Oniciatta vanity and tub top surfaces and 18" X 18" Crema Marfil floor tiles. Emir Joanides of European Marble of Sarasota was in charge of all the stone work.

The design competition received 579 entries from across the United States and Canada. Ten different categories of the competition include kitchens, baths, other rooms and showroom displays, each offering four awards. Each entry was judged on visual appeal, creativity, the elements and principals of design, professional presentation, safety and ergonomics.

Tracey and David have both been honored with multiple design awards over the last decade and a half. Their awards span several categories including kitchens, baths, showroom displays and "other rooms" for several custom furniture installations. EuroTech has been honored with design awards in 15 of the past 16 years. ❖



Project Spotlight

SERIOUSLY FUN!

Having vacationed with family on Longboat Key for over a decade, Wendy and Ross took a seasonal rental in the winter of 2006 to escape the northern winter. They loved the location- directly on the beach, lush landscaping and fabulous sunsets. Curiosity led them to “just look” at an available unit, and before you know it, the wheels were turning and a deal was done- well, almost. While the location and view are spectacular, the condo unit itself left quite a bit to be desired.

Ross has a gift for being able to visualize possibilities. Ross shared his vision with Sally Trout and Jenn Grein of Sally Trout Interiors, who then enlisted David Gruber of Floors by Design and David Asher and Tracey Scalzo of EuroTech Cabinetry. The entire design team focused on achieving a fun, accessible aesthetic that utilized a variety of natural, organic shapes and colors to transform the unit from a boxy, garden-variety late 70's condo to a welcoming and stylish seaside retreat.

Gone are the tired floor coverings and the teal and shell colored walls that once segregated the kitchen from the adjacent living areas. The kitchen was redesigned as an integral part of this major renovation overlooking the living room and the gulf-front beyond. The granite countertops and splash add visual texture and striking color contrast to the custom cabi-

netry by ArtCraft Kitchens which was selected for the unique “pillowed” door design in an appropriately named “Driftwood” finish on white oak veneers. The stainless appliances and dramatic pendant lighting add some contemporary sophistication.

As you might imagine, there were some construction constraints and mechanical challenges in opening up the kitchen. One of the custom columns in the kitchen, fabricated by EuroTech, camouflages a vent stack running through to units above and below. Another serves as a conduit for electric outlets and switches. The undulating, free-form soffits house necessary mechanical elements while adding visual interest and beautiful, but functional lighting..

Sally and Jenn renovated both baths as well. Ross and Wendy liked the figured English Sycamore in a natural finish that Sally chose for the vanities as well as the Avonite “Antique glass” counter tops. A variety of materials, textures and colors were utilized that visually expand the space while maintaining maximum functionality and fun!

While the design team and contractor Tony Girard of Anthony Girard Specialties deserve a lot of the credit, Wendy and Ross remained intimately involved in all stages of planning, selec-



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Kitchen: Soft colors and the subtle movement implied by the freeform soffits, bow-front island, natural granite and floor tile evoke tidal wash on sand.

Project Spotlight

CONTINUED FROM PAGE 2...

tion of materials and the execution of the project right down to the selection of the curvaceous cabinet pulls. Aside from the kitchen, they are particularly pleased with the tile work specified by Sally and Jenn and installed by Floors by Design. (Note the insets in the tile used throughout the central living areas and the colorful palette employed in the master bath tile.) Best of all, now all rooms enjoy magnificent views of the Gulf making even a rainy day as fun as “a day at the beach”... ❖



Bath: Glass block, “floating” cabinetry and playful aquatic colors in the tile and countertop bring airy freshness to this windowless bath and reinforce the seaside theme.

Certified Member

NKBATM

WHAT MAKES *Enrotech* SO SPECIAL?

1. Over 90% of our work is from referrals or repeat clients.
2. 96% of our jobs are delivered on time.
3. We have been recognized and received design awards in 15 of the last 16 years.
4. Our designers have an average of 25 years experience.
5. Our installation technicians have an average of 23 years experience.
6. All of our projects are designed and/or reviewed by 3 members of our design team.
7. Our work has been published 52 times in both local and national publications.
8. Our reputation goes beyond the local area; we have completed projects totaling more than \$3,300,000 outside the Sarasota market.
9. Some of our products are warranted against defects in workmanship and materials for as long as they are owned by the client.

MODELS AT *Legends Bay*

The Gibraltar Homes models at Legends Bay are open and they are gorgeous. Gibraltar Homes interior designers, Laura Strelser and Melissa Long did an incredible job putting these two models together. According to Jerry Blumberg, co-owner of Gibraltar Homes, attendance at their recent Wine Fest was excellent as were the reactions to the model homes. Floor traffic through the models has increased and Gibraltar Homes has moved forward with two “designer ready” inventory homes. Blumberg says “The homes will be completed on the exterior with pools and landscaping. The interiors will include cabinetry but flooring, wall treatment, counter tops, appliances, plumbing fixtures and the cabinet hardware will wait for purchasers actual selections.” This concept enables the homeowner to have a brand new home, customized with their selections, in 45-60 days as opposed to the typical 10-12 month planning, permitting and construction process.

Legends Bay is just west of the IMG Academies and Golf and Country Club in southwest Bradenton. There are plans for 152 Villas with garden views, lake views and preserve views, 60 Coach Homes and 37 Bay Front homes. For more information, call Gibraltar Homes at 342-1442. ❖



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